

CANADIAN MOVING PICTURE DIGEST

Vol. 19, No. 13

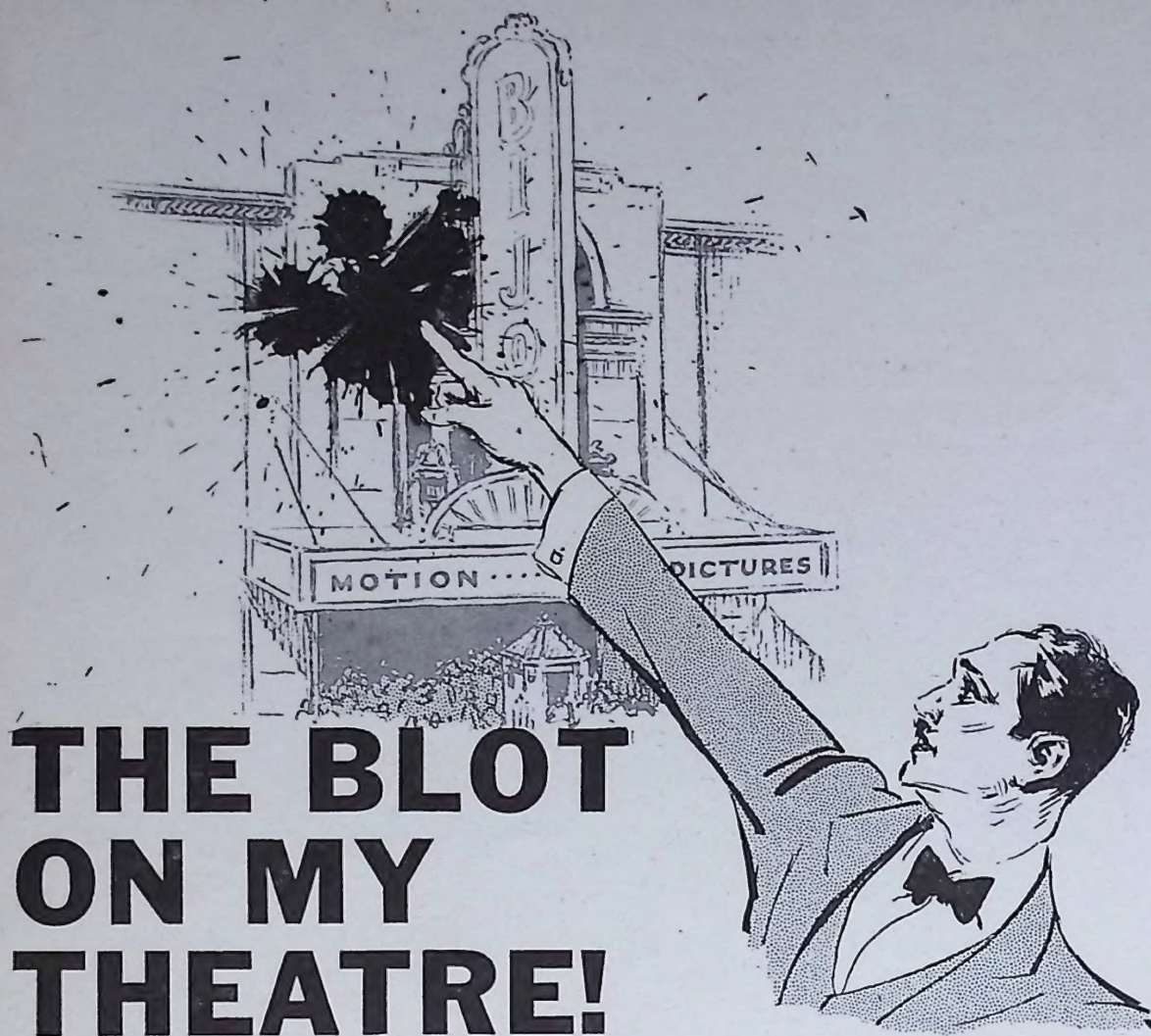
TORONTO 2, CANADA

July 30th, 1927

QUALITY

THE MOST important effort you can make this year for the benefit of your theatre is the improvement of the quality of Short Subjects. Metro-Goldwyn-Mayer has the cream of all Junior Features: Hal Roach comedies, including "Our Gang"—Charley Chase—Max Davidson—All-Star. M-G-M News, *twice weekly*—M-G-M Oddities and M-G-M Great Events in Technicolor. These are Quality. ~ ~ ~

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



THE BLOT ON MY THEATRE!

—read this experience of a well-known showman—does it apply to you?

I TAKE the greatest personal pride in every detail of my theatre," said a well-known showman. "Cleanliness, courtesy and all 'round class have set my property apart from other houses.

I ASSURED him that I was eager to hear any complaint or suggestion.

'How is it possible,' he asked, 'that you who are so careful of every other detail are so lax in the attention you pay to your shorter pictures? I have sat through some of the cheapest, stupidest comedies in your theatre. They are the only blot on your house.'

ONE DAY recently I got the shock of my life. A patron approached me and said:

'I have long admired the splendid management of your house and I make this criticism because I feel that you welcome the interest of your patrons.'

MY ANSWER to this complaint was action. I have studied the short subject field to find comedies and novelties that I can be proud to show in my theatre. Metro-Goldwyn-Mayer has them! Nowhere can I equal the class and quality of HAL ROACH'S 'OUR GANG,' CHARLEY CHASE, MAX DAVIDSON and ALL-STAR COMEDIES—I want the M-G-M NEWS. It is aggressive. And I think my patron will agree that the other Shorts—M-G-M GREAT EVENTS IN TECHNICOLOR and M-G-M ODDITIES are of a quality to merit showing on my program. Exhibitors can no longer afford to insult the intelligence of their patrons with short-subject 'time-fillers'. This blot on theatres has to be removed. M-G-M is the solution of this problem."

M-G-M SHORTS—CLASS PLUS DRAW!

Canadian Moving Picture DIGEST

Published by Canadian
Moving Picture Digest
Company, Limited
259 Spadina Ave. - Toronto
New York Office
45 West 45th Street

RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

Official Organ of the
M.P.T.O. of Canada
Established in 1915 for
Exhibitors
Subscription: \$5.00 yearly
Telephone: Trinity 1481

Vol. 19, No. 13.

TORONTO, CANADA

July 30th, 1927

The Vatican

THE STATEMENT published in the *Osservatore Romano*, the official Vatican Organ, charging that American Film Producers are dosing the world with "a most lethal poison," has, as its first direct effect upon Motion Pictures a renewed agitation in Montreal, Que., to close the theatres on Sunday. Petitions are being presented to parishioners with requests that they be signed.

The argument that a picture which can be seen six days in the week cannot be more damaging if shown on the first, or seventh day of the week, appears to be swept out of the vision of consideration.

The Church of Rome appears to have entered into the controversy governing the situation at Montreal, governing the general unrest in the Motion Picture Industry.

This is a great pity. The Church of Rome is an Old Church, a Mighty Church; it has believers in its power to conduct the Spiritual Life of its people, among all the peoples of the world. I believe that it is the most united religious organization in the world.

It has never taken a part in any controversy which has been waged against the screen to my knowledge. Its interests have heretofore been friendly, and this friendliness on the part of the Church of Rome and its affiliations has been an important asset in the Life of the Screen.

The Industry must have offended the Church of Rome to have provoked the chastisement as published on another page of *The Digest*.

This Industry cannot afford to offend any church. Its patronage is recruited from all churches.

The Church of Rome, in following such a command, "I Am A Jealous Church, Thou Shalt Have No Other Church Before Me," follows its principle of maintaining its spiritual power over its believers.

If the Motion Picture Industry is trespassing upon the territory which the Church of Rome controls, the Industry should become aware of its trespass.

The Church of Rome has not dictated to the Motion Picture Industry as long as the Industry was interested in "amusing, or entertaining the people." What appears to have provoked the Vatican attack is the promise that America through her films will not only amuse, but instruct. That word instruct appears to be as popular with the Church of Rome as Martin Luther.

With the exception of Canon Chase, I am not aware of any church, or head of a church being interested in attacking the screen.



RAY LEWIS

There is nothing impetuous about Orders from the Vatican. It looks ever before it leaps. It knows statesmanship, diplomacy, it has its fingers on the pulse of every movement in the world; and it is chiefly interested in maintaining and increasing its power.

It indulged in many conferences and considerations before it published such a damaging attack upon the Industry of American Motion Pictures.

If a sparrow cannot fall unto the ground without Our Father Which Art In Heaven Being Aware of its fall, I believe that this

Church likewise knows every enterprise, which Catholics singly and collectively are interested in, or in opposition.

I believe that Catholics collectively will not fight any issue of public importance unless the Church has given its approval.

I am not a Catholic, nor am I a follower of any Religious Creed. I respect and reverence the Good in all religions, for myself I trust in God; and know that "God's in the Heaven, 'all's well with the world.'" There for what I am saying is without any religious prejudice.

Being a woman what I have to say may not be taken seriously. The attitude of the governing male forces has not altered their opinion of women; and although women have unwrapped their limbs from petticoats, that they have not yet unpetticoated their mentality you will find is the general belief among the male gender.

However, this is my advice. There is no use flattering, or making oneself comfortable through a false security. Face the issues involved. The American Film Industry has become vastly unpopular. Jealousy is one of the reasons, jealousy of its power, its money-earning propensities, its influence over the people of the world, its advertising advantages, its stimulating powers in Trade.

Acknowledge that the Industry of American Motion Pictures has aroused unfavorable criticism in its development, through poor pictures, poor business tactics and worse publicity.

Acknowledge that the American Industry of Motion Pictures has been most undiplomatic and shortsighted in its handling of the foreign film situation, and its foreign expansive programme.

The fact that the American Film Industry created an Industry of Motion Pictures and has been an inspiration for every other nation to go ahead and do likewise, that it has extended services to its people, its government,

(Continued on Page 4)

The Vatican

(Continued from Page 3)

the governments of the world, social service institutions, educational institutions, helping in every phase of humanitarian and philanthropic effort needs no statistical citation from me to be accepted as the truth.

Weighed in the scale, the American Motion Picture Industry could receive the absolution for its sins from any church, for it is in truth a constructive enterprise, a Living Interest which is endeavoring to serve itself by serving the people; and it is not repeating the sins of its youth.

Therefor, let it stand erect, let it not be downcast, let it be humble in its desire to serve; and humble under accusation, but full of courage and ambition to fulfill its destiny, for that destiny must be fulfilled if it is The Will of God, for the Screen is a Living Entity, possessed of spiritual and material properties as Man, born of the dust of the North, South, East and West, but with a Divine Breath, or Inheritance blown into its nostrils.

With the spiritual phases of the screen, I am not at present concerned. The development towards the production of better and still better pictures is evident, but in the material aspects of the screen, I am interested, and here there is an opportunity for innovation.

I advise first, that every foreign affiliated company, controlled in the United States, should be at once uncontrolled. That each company operating in a foreign country should become a distinct enterprise of that country; and that the countries in which these various enterprises are situated, should be asked through a public, or private subscription to become the shareholders of these companies.

Having made each company a part of the country in which it is situated, distributing affiliations with the U. S. can be effected, on the same principle as those which govern other enterprises.

The government, or control, the policies of these foreign companies, with their local charters of operation, should be directed in the countries in which they are situated, despite the holding which any private individual, or group of individuals may maintain.

This would make each company responsible for its individual welfare and prosperity, nationally sound, in touch with the desires of the countries in which they are situated; and what is most important, not a foreign enterprise.

Such a development would tend to stabilize the American Industry of Motion Pictures in the United States, making it move towards being economically independent in the United States, and self-supporting, for with the foreign income eliminated, the Industry in the United States could adjust its expenses to its home intake; and eliminate a great deal of the needless expenses it is talking so much about.

As long as the foreign income is tied up with the home income, there is a large possible margin with which the Industry at home can take chances.

Eliminate the foreign market and adjust the Industry at home economically.

Whatever foreign arrangements are made; whereby American producers enter into distributing arrangements with companies operating in foreign countries, the revenue from such affiliations should be utilized to protect foreign trade; used also as a reserve fund; and not to meet current home expenditures.

Make the Industry of Motion Pictures support itself in the United States and show a substantial profit.

Each company, operating under the name of a company in New York, should be responsible for its finances to itself; and should pay the New York company by arrangement, for the good-will of the Trademark name,

but to this name should be added the name of the country in which these companies operate.

All conditions governing the operation of the various companies in foreign countries, all publicity and advertising governing the said companies, should be taken care of in the countries in which these companies are resident. In every way companies producing, distributing, or exhibiting in countries outside of the United States; and which have been heretofore part of a parent company in the United States, or a subsidiary, these companies should become separate institutions.

No other enterprise, or industry, is quite similar to the Industry of Motion Pictures; and the business of operating at home, or abroad, cannot follow the programme of other industries.

In addition to being an Industry of recreation, with intent, or without intent the screen is a Screen Press, and an educational institution. It is not clothes, nor oil. nor coal, it speaks, it lives, it influences ideas, it formulates ideas; and every nation will endeavor to keep its people a part of that nation, and fight any effort or attempt, direct or indirect to interfere with this ideal of unity.

Regardless of the fact that the U. S. may protest that they are not intentional missionaries, that they are doing business, the odds are against them; and they may as well take hold of the situation and not beguile themselves by a feeling that it is a "nine day's wonder" which will pass away.

It will not pass away. When the waving of a flag can make a million or more graves fill up with men who are absolutely against the principle of war, but fight because they respond to an appeal which their country has made, an appeal which leaves no room for argument, one begins to realize how little a war like the fighting of the American Film Industry must be to those nations who have made war upon the American Film Industry; and who are flag-waving to win the fight.

Fair, or unfair never enters into the game of war, "All's fair in love and war" is quoted as frequently today as it was in the days when War was waged without any ethical restrictions.

Men murder each other for gold, nations murder each other for the same substance, there is a world of gold in the Industry of Motion Pictures, there is a world of power; and power too has been one of the evil, as well as good forces, which has stirred men and nations into mighty action.

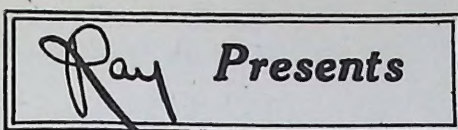
Accept the foreign situation and solve it to the advantage of the Industry of Motion Pictures at home and abroad.

And having straightened out foreign relations, direct the attention to the Industry at home. I feel that the U. S. will always supply the greatest percentage of motion pictures to the world. I feel that the Art and Industry of Motion Pictures is essentially American, that other countries may do nearly as well, better in individual cases, but that collectively America will lead, just as she will lead in being a Republic country.

Her wealth and resources, her knowledge of the Industry of Motion Pictures, her adaptability to its needs, her ambitions, her tremendous start, her foreign establishment will be difficult to equal, or surpass.

Because of this enviable position, this security, because of the facilities the U. S. has for the consumption of its own films, she should secure her own house so that she is not periodically torn by dissensions, such as she is at present experiencing.

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THE Toronto Saturday Night, under "Note and Comment," reviewed The Digest Diamond Jubilee Confederation Number, as follows:

The Diamond Jubilee number of the Canadian Motion Picture Digest which has just come to hand, is a highly attractive volume and reflects great credit on the editorial capacity of Ray Lewis, editor of that Journal. In private life Mrs. Joshua Smith, wife of the well-known English artist resident in Toronto. Ray Lewis is a keen champion of the screen as a medium for education and entertainment and in her weekly magazine she comments with liveliness and candor on current film developments. This special issue contains many interesting articles on Confederation as well as the enlightening series of lectures on the film which were recently delivered at Harvard University by outstanding members of the film industry in connection with the opening of a Motion Picture Library by the Fogg Art Museum at that institution. The volume is handsomely illustrated with drawings by Joshua Smith and these include beside the reproduction of a splendid portrait of H.M. King George V., and also one of the editor, Ray Lewis, striking portraits of His Honor, the Lieut.-Governor of Ontario, Premier Ferguson, Hon. Vincent Massey, Mr. N. L. Nathanson, President of Canadian Famous Players, Joseph P. Kennedy, who is associated with the motion picture course at Harvard, Will Hays, Marcus Loew, Adolph Zukor, William Fox, Harry Warner, Cecil B. DeMille, and other prominent figures of the cinema world.

In view of the fact that most of the films shown in Canada are American made, it is interesting to note the attitude taken by the Canadian Motion Picture Digest. In an editorial note, the editor says, "The Diamond Jubilee Number is proud of its opportunity to express its British spirit, through an industry which is becoming an international medium of contact. The Digest remains British, Canadian, despite its close affiliation with the industry of motion pictures; and through its services will endeavor to illustrate how international are the lessons and the purpose, the influence of the screen."

(Continued on Page 6)

THE VATICAN

(Continued from Page 4)

Economy there is need of, but the greatest need as we observe it is in the studio, the production and presentation elements.

Start at the story and learn how wasteful it must be to pay thousands of dollars for a title; and all the following thousands to make a story which will uphold a title, because the material which came with the title has no screen dramatic, or comedy value.

Take a survey of directors, of players and stars. If they are "making good" they are worth paying for with-in reason; and that reason must govern itself and be based upon average value, and not upon one phenomenal, or freakish success.

A star which has to be forced upon the public in order to make him or her sell, is a star whose light has dimmed; stardom no longer is possible, nor will the linking up of two such deadheads save the situation. In-to the cast, or out is the only solution.

The public still love and patronize their stars, but you cannot oversell them. While the liking is strong, you can build up prestige and attendance, build up returns, but when the liking grows lukewarm, don't try to be an Elijah and raise the dead, it is expensive and interferes with the machinery of doing business; and such interference is a waste of money. Never fear to let the "other fellow" have a proposition you cannot handle profitably.

In connection with publicity. Certain economy can be exercised here. Writers for the general press, for fan magazines and for trade papers should be separate institutions; and some one capable of censoring all this material placed in charge. Fan material should not go to the press, or to Trade papers, it goes into the waste basket and wastes time and money.

Fan material should do more than present a name, or names, it should furnish entertainment by way of reading; most of the present stuff is rubbish; and on a grade with the first pictures which the Industry produced. It is weak, foolish and inane, and loses the Industry millions of dollars of valuable space, which could be used constructively; and whether the Industry pays for the space, or not, this does not enter into the question, it is a waste of money which the Industry could have converted to its use.

These are but a few examples of economizing, there are many more, I leave the rest to you, who know your business much better than I do.

Ray Lewis

SHORT TALKS

ON

SHORT FEATURES

—Count 'em!

When you're showing your patrons a comedy, it's the number of laughs that counts! No matter whether it is a long feature or a short feature, the picture that registers the biggest number of laughs per reel is the one that is making the biggest appeal to your patrons.

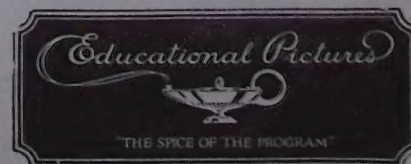
And you'll probably get a better idea of the real importance of short comedies in general and *Educational's* comedies in particular if you actually test a few of them for laughs. Count the laughs! When you run a Lupino Lane Comedy, or a Hamilton Comedy, or a "Big Boy" Juvenile Comedy, or any other *Educational* Comedy, count the number of times your audience laughs per reel. Then just try to beat it with any other Comedy you can get!

I invite you to make this test because I know that when you have finished it you will see more clearly the result of our seven years of concentration on short features. The men who make *Educational's* Comedies know how to pack in the laughs. That's why they are such valuable box-office assets to 13,000 theatres.



EDUCATIONAL

FILM EXCHANGES, Inc.



Ray Presents

(Continued from Page 5)

Various Comments on The Digest Diamond Jubilee Confederation Number

MR. J. E. ATKINSON, President of The Toronto Daily Star, comments upon The Digest Jubilee Confederation Number as follows:

Toronto, July 25, 1927.

Ray Lewis,
Canadian Moving Picture Digest,
259 Spadina Avenue, Toronto.

Dear Miss Lewis—

I have your letter of the 21st and feel obliged to you for the copy of your Diamond Jubilee Confederation Number. It is in every way a most creditable issue and I congratulate you upon it. I congratulate also Mr. Smith on the many excellent portraits from his pencil which are contained in it.

Believe me to be,

Yours sincerely,

J. E. ATKINSON.

THE Rt. Hon. George P. Graham, Vice-President and Chairman of the Executive Committee of the National Committee for the Celebration of the Diamond Jubilee of Confederation, expresses his opinion of The Digest Diamond Jubilee Confederation Number.

106 Wellington Street,
Ottawa,
July 26, 1927.

Miss Ray Lewis,
Managing Director,
Moving Picture Digest,
259 Spadina Avenue,
Toronto, Ontario,

Dear Miss Lewis—

May I be permitted to congratulate your staff and yourself on your Confederation Number of the "Digest." This publication is

one of the finest pieces of workmanship that has reached me.

Yours truly,

GEO. P. GRAHAM,
Chairman of Executive.

26th July, 1927.
File 3533

Miss Ray M. Lewis,
"Moving Picture Digest,"
Toronto.

Dear Miss Lewis—

I have to acknowledge receipt of and thank you for the extra copy of your Jubilee Number, which I have found distinctly interesting.

Yours faithfully,

D. McLEOD,

for H. M. Trade Commissioner.

July 22, 1927.

Miss Ray Lewis,
Canadian Motion Picture Digest,
Dear Miss Lewis—

I want to tell you that I think the Digest Diamond Jubilee Number was splendid.

With kindest regards, I am,

Yours very truly,

NICHOLAS M. SCHENCK.
Loew's, Incorporated.

July 20, 1927.

Miss Ray Lewis,
Managing Director,
Canadian Moving Picture Digest,
Dear Miss Lewis—

Your Jubilee Number is a "knockout." It is doubtless the most ambitious step ever taken by a regional publication. It shows the great advancement that has been made by the Canadian moving picture people and their trade press.

Keep up the good work

Best wishes for future success.

Cordially yours,

HARRY M. WARNER,
President.

Warner Bros.

July 25, 1927.

Canadian Moving Picture Digest,
259 Spadina Avenue,
Toronto, Ontario, Canada.
Attention Miss Ray Lewis,
Managing Director.

Dear Miss Lewis—

Want to compliment you upon your Jubilee Number. It was most interesting, constructive and informational and you have reason to be proud of it.

With best wishes,

Very truly yours,

PATHE EXCHANGE, INC.

P. A. Parsons,
Advertising and Publicity Dept.

July 26th, 1927.

Miss Ray Lewis,
Managing Director,
Canadian Moving Picture Digest,
259 Spadina Avenue,
Toronto, Canada.

Dear Miss Lewis—

I thought the Jubilee Number was very, very fine. It typifies perfectly the undying Ray Lewis spirit and like everything that you have done during your editorial career, you came through a winner.

I beg to remain, with kindest personal regards,

Sincerely yours,

VOCAFILM CORP. of AMERICA
David R. Hochreich,
President.

July 23rd, 1927.

Miss Ray Lewis, Editor,
Canadian Moving Picture Digest,
Dear Miss Lewis—

That Jubilee Number was surely a "knock-out" and HOW you must have worked. Consider it a great number. Please accept my congratulations for continued success of your publication.

Very cordially yours,

IRVIN A. WATERSTREET,
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Montreal Gazette Publishes Article Headed American Films Poisoning World

Vatican Publication Attacks American Pictures Because of Educational Ambitions.

THE MONTREAL GAZETTE of July 22nd published a startling article headed, "American Films Poisoning World."

A campaign is reported for the closing of Motion Picture Theatres on Sunday, among the Catholics of Montreal. Petitions to the Prime Minister, Premier Taschereau, asking that Sunday Theatre closing be legislated, are being circulated in all the Catholic parishes of Montreal, it is reported.

The Laurier-Palace theatre fire presents a grim lesson to this Industry. The self-preservation principle inspires the Industry to take steps, where necessary, to eliminate any possibility of a condition such as has developed, from repeating itself.

It is quite likely that this Industry will never be connected with a similar tragedy. It is a tremendous pity that lessons have to be learned through great sacrifice. But conditions governing theatre attendance, should be made "fool-proof"; and the Industry should unite to eliminate any theatre which is not safe for public attendance, regardless of whom they must sacrifice to put this into effect.

The Industry cannot take chances to save one individual at the sacrifice of many. The proposition is just a business one and should be handled, without any sentimentalism, from that standpoint. Any theatre which the authorities believe should be closed, because it is not conducting itself according to prescribed rules, or is unsafe, should be closed and ways and means found to take care of the situation which this closing occasions.

No one would have imagined that the tragedy in Montreal would have involved the Motion Picture Industry as it has, not only in Quebec, in Canada, but as far as Rome.

Investigations and statements such as were made in Montreal before the Commission, with its subsequent publicity throughout the press of the world, is not the kind of propaganda, or publicity which will do the Industry any good, in any part of the world.

This Industry must be "as wise as a serpent and as harmless as a dove," it must exercise a wisdom which fortifies itself against attacks; and permits it to grow healthily and in a prosperous degree.

It must not, and cannot tolerate any individual, or group of individuals who conduct their business in a manner which may involve the entire Industry. It is the business of the whole Industry to so regulate its enterprise, that each individual operating within the Industry exercises that freedom of action which makes him, or her, responsible for his, or her actions to the Industry, when they directly, or indirectly involve the Industry.—Editor,

"Charging that American movie producers are dosing the world with 'a most lethal poison' and that they are 'degrading the masses in their efforts to please them,' Osservatore Romano, the official Vatican organ, tonight pours a broadside into the American film industry.

The Osservatore says, in part: "America, which has brought the film industry to an extraordinary degree of perfection, now promises not only to amuse, but also to instruct us with 'educational films.' Let us be on our guard.

"America is a very great country, which has been led to believe by the undoubted superiority of the dollar that it also possess a superiority of spirit. Certainly the American spirit is possessed of extraordinary practical qualities, and can perhaps adapt itself to ultra-modern mentality, but we find it very defective. Americans have constructed monstrous palaces of

forty or fifty floors to scrape the sky. But when America was still unknown to us we constructed our cathedrals to raise ourselves to heaven.

"And this old Europe, whose soil is formed of the glorious dust of ten civilizations, cannot easily forsake its past to accept with eyes closed an improvised civilization from beyond the Atlantic.

"It is for that reason that we consider dangerous for our civilization the supremacy which the film producers of Hollywood are gaining over us. Consciously or unconsciously they are dosing us with the most lethal poison, which may lead to serious consequences.

"Let us be on our guard and free ourselves of the yoke which is most ably being placed on our necks.

"The movies must become a great beneficent medium of education, provided we can draw from our thousand-year-old civilization the elements

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258 Victoria St. - Toronto, Ont.

necessary to keep the spiritual leadership which no dollar king will ever be able to earn. But certainly let Americans keep their material leadership. We wish only to keep our spiritual leadership."

Dempsey-Sharkey Pictures At Keith's Ottawa

J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario, travelled down to New York City during the week of July 18 and grabbed off the Ottawa booking of the Dempsey-Sharkey fight pictures. He held the fight release until the World's Poultry Congress was under way in Ottawa when thousands of delegates from 40 different countries had a chance to see the views.

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A glorious story of modern womanhood.

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A gigantic production of an unusual type.

CHICAGO

From the sensational stage success.

The Wreck of the Hesperus

13 Sensational Super-F

EACH OF ROAD

Nothing to equal this magnificent
Attractions has ever been
in the history of

TWENTY-SIX SMASHING

Rod La Rocque
in
The New Yorker

Leatrice Joy
in
The Angel of Broadway

Marie Prevost
in
The Rush Hour

William Boyd
in
The Skyscraper

Vera Reynolds
in
Beautiful But Dumb

Jetta Goudal
in
The Leopard Lady

He's My Man
with
Phyllis Haver

Such Is Fame
with
Rudolph Schildkraut

Rod La Rocque
in
Stand and Deliver

Leatrice Joy
in
Self Defense

Marie
The Girl in

William
The Night

Vera
Walkin

The
Phyllis

Jetta
Midnight

My C
Joseph & Rud

REGAL FILMS

LIMITED

Sole Distributors for Canada

TORONTO MONTREAL ST. JOHN
WINNIPEG CALGARY VANCOUVER

Pathe-De Mille Features—Pathe Short Subjects

sheer entertainment and showmanship qualities the Pathe-De Mille program of feature productions listed herein stands alone as the sensation of this or any other season. In assembling this group of pictures every facility of this great organization was considered securing the greatest service and attaining success of an unusual and sensational type. Stars and feature players have been given vehicles that assure maximum and dramatic showmanship results. Here is a program that commands attention.

Sational Features

SHOW CALIBRE

ificent array of Box Office
released by one Company
the film industry.

ROD LA ROCQUE in
The Fighting Eagle

All the color and romance of the
Napoleonic period.

WM. BOYD in
The West Pointer

An inspiring story of youth, ambition and love.

RUDOLPH SCHILDKRAUT in
Rip Van Winkle

Beloved old Rip, the darling of childhood,
is brought to life.

ROD LA ROCQUE in
Hold 'Em Yale!

Here's an absolute natural. A knockout title
and a big star.

LEATRICE JOY in
The Blue Danube

A stirring story, woven around the famous
melody.

THE GREAT STAGE HIT
CRAIG'S WIFE

A domestic drama with a great lesson.

WM. BOYD in
POWER

A tremendous spectacle, with a new theme.

JETTA GOUDAL in
The Forbidden Woman

An absorbing drama of tremendous power and
passion.

NG MASTER PICTURES

Prevost in The Pullman	Leatrice Joy in What Holds Men	Marie Prevost in On To Reno
Boyd in Light Flyer	In Bad With Sinbad with Franklin Pangborn	Vera Reynolds in The Main Event
Reynolds in ing Back	Let 'Er Go, Gallagher with Junior Coghlan	My Friend From India with Franklin Pangborn
Wife with Haver	Marie Prevost in Free and Easy	Marie Prevost in A Blonde for a Night
Goudal in Madness	Vera Reynolds in The Heart of Katie O'Doone	REGAL FILMS LIMITED Sole Distributors for Canada TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER Pathe-De Mille Features—Pathe Short Subjects
Country with olph Schildkraut	Jetta Goudal in Woman of the Night	

They



Rube" Goldberg
creator of
"Mike and Ike"
(left)



R. F. Outcault
creator of
"Buster Brown"
(upper right)



"Pop" Momand
creator of
"Keeping Up With
the Joneses"
(lower left)



George McManus
creator of
"Let George
Do It"
(lower right)

13 "IKE AND MIKE" COMEDIES from Rube Goldberg's famous cartoons of the same name.

13 "KEEPING UP WITH THE JONES" COMEDIES from "Pop" Momand's equally famous cartoons.

13 "LET GEORGE DO IT" COMEDIES by the same George McManus who originated Stern Brothers "Newlyweds."

13 "BUSTER BROWN'S"—but you all know R. F. Outcault's mischievous kid and his gang—including Mary Jane and TIGE.

All 2 reels—all produced by Stern Brothers and all made from newspaper cartoons originated by world famous cartoonists and running in hundreds of newspapers throughout the country

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¶ "Rube" Goldberg, "Pop" Momand, George McManus, R. F. Outcault---the BIG successes in the comic strip field---they've made fortunes knowing how to make people laugh ---because they know their laugh groceries, you bet!

¶ And Stern Brothers---they've built up an enviable reputation as producers of 2-reel comedies because they know laugh makers when they see them---they too know their stuff!

¶ And YOU Exhibitors! You'll book these new Stern Brothers Comedies released thru UNIVERSAL. YOU know YOUR stuff!



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are Super Shorts!

Quota Bill Discussed House of Commons

Amendments Governing Penalties - Specifying Classification of Films Agreed

The Standing Committee C. of the House of Commons recently gave consideration and discussion to the Cinematograph Films Bill. Sir Robert Sanders presided.

Clause 25 enumerates and specifies the penalties imposed for failure to keep record books, or make returns. Harry Day moved certain amendments which the committee agreed to.

The maximum penalty for an offence under the clause on summary conviction was reduced from £20 to £5, and further provides that record books shall only be produced for the inspection by the Board of Trade, "at any reasonable time."

Clause 26 received considerable discussion and the following category of films was excluded from coming under the jurisdiction of the Bill: (A) Films depicting wholly or mainly news and current events; (B) Films depicting wholly or mainly natural scenery; (C) Films being wholly or mainly commercial advertisements; (D) Films used wholly or mainly by educational institutions for educational purposes; (E) Films depicting wholly or mainly industrial or manufacturing processes; (F) Scientific films, including natural history films.

Col. Wedgwood moved to include the above categories in the British Quota, in order, he contended, to raise the standard of the quota films.

Sir P. Cunliffe-Lister pointed out that the quota should be formulated inclusive of films which are generally counted as regular theatre features; and maintained that the films as specified in the categories did not come under this heading, being films which were not general in circulation throughout theatres. Sir Cunliffe-Lister argued against including them in the Bill's scope.

In order to govern cases where such films as were specified within the categories, received general theatre presentation, Sir Cunliffe-Lister proposed a proviso clause as follows, "Provided that, if it appears to the Board of Trade, on application by the maker or renter, that, having regard to the special exhibition value of the film, any film of any such class as aforesaid should be allowed to be registered and to count for the purposes of the renter's quota and exhibitor's quota, they may allow the film to be so registered, and so counted."

The angle of any film within the categories being of special value to any particular exhibitor; and exhibited by him in the usual manner gov-

H.R.H. The Prince of Wales Will See "The Amateur Gentleman"

The cinematograph entertainment provided on the C. P. R. liner "Empress of Australia," which is now bearing H.R.H. the Prince of Wales to the Dominion, will consist exclusively of the First National film, "The Amateur Gentleman," starring Richard Barthelmess. This product was specially selected for the purpose on account of its having been based upon the work by Jeffery Farnol, the eminent British novelist, and also for the presence of Barthelmess whose work in First National Pictures is making a deep impression on British audiences.

It is interesting to note that all arrangements for the screening of the film are carried out by Mr. W. A. Bach, formerly a prominent member of the First National organization in Canada, who is now General Sales Manager for the British company.

It is notable that the performance of Barthelmess in this picture led to his being selected to interpret the title role in First National's new Great War drama, "The Patent Leather Kid" which opens in the boxing world and progresses to the battle field where it sets forth the mighty achievements of the Tank Corps in epic style.

"THE FLAG LIEUTENANT"

The Regent Theatre, Ottawa, had a wonderful time with the presentation of the British release, "The Flag Lieutenant" during the week of July 16. Both a naval night and a military night were held when troops marched to the theatre.

erning the exhibition of other films, the following clause was further proposed: "Any film, being a British film, and a film of the classes (B), (D), (E), (F) of the clause above mentioned, shall be registerable as if it were a film to which this Act applies, and, if so registerable, shall be deemed to be a registered film for the purposes of the provisions of this Act, other than those relating to the renter's quota."

News reels were ruled out by the speaker unless they were of lasting value, in which case they were to be included in the quota as ordinary films.

Col. Wedgwood withdrew his amendment and the amendments as proposed by Sir Cunliffe-Lister were agreed upon. Clause 26 was still under discussion when the committee adjourned.

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is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

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Capt. Frank Badgley In Government Position Head of Ontario Producing Studio, Ottawa

Formal announcement has been made of the appointment of Capt. Frank Badgley, M.C., to the post of director of the Canadian Government Motion Picture Studio at Ottawa by the Hon. James Malcolm, Minister of trade and Commerce. Capt. Badgley had been assistant director and film editor of the Government plant since 1921 and is thoroughly qualified to carry on the splendid work of Raymond S. Peck, director for the past eight years, who died early in June.

Capt. Badgley was born in Ottawa and was educated in the Ottawa Model School, the Ottawa Collegiate Institute and McGill University, Montreal. He became a newspaperman but enlisted with the Canadian Artillery when the Great War opened. He was decorated with the Military Cross at the Battle of the Somme in 1916. A short time later he was sent to the United States with the British War Mission.

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Hollywood Distributing Centre to be Established

Producers Releasing Alliance, Inc., Formed - Capitalization \$500,000 Preferred

The Producers Releasing Alliance, Inc., a new independent motion picture distributing organization, was recently formed, with head offices in Hollywood, California.

This innovation is the result of an investigation conducted by agents of the distributing company, who reported that distribution, as well as production, could be carried on in Hollywood just as efficiently as in the East. "Hollywood is as near to New York as New York is to Hollywood," the report reads in part. "We even found it time-saving to ship film and accessories to branch offices from Hollywood. We have discovered a number of firms in Southern California capable of successfully competing with Eastern concerns in manufacturing the various items necessary to motion picture distributing; and, in most cases, these items can be produced and distributed more efficiently and economically. There are obvious benefits to be derived by having distributing departments located close to the producing center and the belief that distribution must be handled from New York is an erroneous one."

The new organization is headed by Abe Heller, as president, who recently organized the Film Distributing Company of Hollywood, out of which has grown the new distributing Alliance. Richard Thomas (president of the Richard Thomas Productions, Inc., and head of the Richard Thomas Studios) is vice-president; Norval MacGregor (treasurer of the Richard Thomas Productions, Inc.) is treasurer and Allan Rock, secretary. Offices of the new distributing firm will be maintained at the Richard Thomas Studios on Santa Monica Boulevard, Hollywood.

The Alliance has purchased all existing contracts and taken over all assets of the Film Distributing Company. It is capitalized at \$500,000 of Preferred, being a closed corporation with the exception of \$100,000 worth of its stock which is to be apportioned by the Alliance among its field representatives. Mr. Heller is now in New York preparatory to a national sales trip through the various territories. While in New York and on the road, he will appoint capable men for the different territories, each of whom will share in the profits of the Alliance.

All producers making pictures for the Alliance are working in close cooperation with the latter, and in order



Marceline Day, in Metro-Goldwyn-Mayer's outstanding feature, "Captain Salvation."

to insure delivery of their product to buyers, the Alliance has signed all featured players appearing in their series under direct contract with them.

Most of the product on each series of the Alliance program is already produced—with prints and a complete line of attractive California-made accessories on each subject now ready for shipment to its franchised exchanges. The remainder of the program is in actual production at the Richard Thomas Studios and its completion ahead of schedule is assured by individual pledges of the producers participating in the Alliance program.

"Seeing Canada" Series Includes 13 New Ones

Capt. Frank C. Badgley, acting director of the Canadian Government Motion Picture Studio, Ottawa, has issued a supplementary list of 13 new official government film releases which have been made available for screening. These are included in the Seeing Canada Series, in which there are hundreds of subjects, all produced in the Government laboratory at Ottawa.

Warners Announce Price Cut On All Accessories

As a result of the curtailment of certain expenses Warner Bros. have announced that they will slash the prices of many of their accessories on both their Extended Run productions and their 26 Warner Winners. In houses where there are two or three changes of bill each week the saving to the exhibitor will be considerable.

Warner Bros. have already announced drastic cuts in all the material needed by the exhibitors handling their many pictures and have placed Louis R. Brager in charge of a department to handle them.

Renee Adoree Selected To Play Title Role In "Rose Marie"

Renee Adoree, heroine of "The Big Parade," "Mr. Wu" and other outstanding successes, has been definitely chosen to play the title role in the much-heralded film production of "Rose Marie," the international musical hit which Metro-Goldwyn-Mayer will produce as one of its most important features of the coming season.

"Rose Marie" is famous as one of the greatest musical comedy hits of recent years. Its tuneful "Indian Love Call" and other numbers are still sung and whistled everywhere in the world, and its New York premiere on the stage, followed by road showings in all parts of the world, were veritable triumphs. The rights to the story were purchased at a small fortune, following one of the most sensational successes of any musical show in twenty years. "Rose Marie" is held to be one of the most valuable stage properties in the world.

A notable cast is being assembled for the new production, which will be filmed on a gorgeous scale. William Nigh, because of his long experience as a stage producer, was chosen to direct the new picture. He recently directed Miss Adoree with Lon Chaney in "Mr. Wu," also an adaptation from a famous stage play, and before that made "The Fire Brigade."

Details of cast and other particulars of the new production, work on which is expected to begin shortly, will be announced by Thalberg in a few days, it was stated at the studios.

Attendance Competition Imperial, Ottawa, Closes

The attendance competition at the Imperial Theatre, Ottawa, which closes July 15 after a run of two months, is progressing very satisfactorily, according to Manager Ray Tubman. Every patron at this house receives a special coupon and the person turning in the largest number of admission receipts is to receive a Pathex motion picture camera outfit with projector from a local department store, Bryson-Graham, Limited. The set is valued at \$130.

Season and other passes are the prizes for 12 other winners.

THEATRE WANTED

in Ontario. Will lease or buy.
DIGEST. BOX 11.

Round About the Studios

The cast of "The Trail of '98," which Clarence Brown is directing for Metro-Goldwyn-Mayer, is said to be one of the largest in the history of picture producing. There are forty-five principals in the cast and more than twelve thousand extra players have already been used.

Larry Semon is rapidly nearing the completion of his first star comedy for Educational in the series of eight which he will make during the coming twelve months. Semon has been quietly at work on this initial starring vehicle at the Chadwick Studios on Gower Street, Hollywood, for several weeks. The comedian-director promises something different in the line of two-reel comedies in his first effort, which has been titled "Dummies."

Ramon Novarro has mastered many of the card tricks used by stage magicians in order to play the role of "Don Juan Riego," hero of Joseph Conrad's "Romance," which John S. Robertson is directing for Metro-Goldwyn-Mayer.

Information emanating from the De Mille studios is to the effect that Marie Prevost's next starring medium will be "The Girl in the Pullman." Expectations are that production will start within a week. Erle C. Kenton is to direct. The story is from Wilson Collison's farce, "The Girl in Upper C."

George Hill began direction of "Buttons," M-G-M's new Jackie Coogan production. Hill has been ranked as one of the outstanding directors in the films following his great success with "Tell It to the Marines," and "The Callahans and the Murphys." "Buttons" is an original story by the director, the locale being a trans-Atlantic liner.

Warner Bros. scored another scoop this week when they signed James J. Jeffries, former heavyweight champion of the world, to make his first screen appearance. This will be in the role of the hero's father in "One Round Hogan," a tale of the ring in which Monte Blue will star. Work on the picture will begin as soon as Blue finishes his current part in "The Bush Leaguer."



Johnny Hines, First National star, appearing in "All Aboard."

Although ten pictures are in production, the Lasky studio in Hollywood is practically deserted. The "Beau Sabreur" company is on location at Guadalupe; Pola Negri and her troupe are in the citrus belt of California; Thomas Meighan's company making "The City Gone Wild" is doing a battle sequence in the Los Angeles streets; Bebe Daniels and her company making "Swim, Girl, Swim" and Clara Bow and her company making her latest Paramount picture, "Hula," are on beach locations. Richard Dix's company is making scenes in Sacramento, for his latest picture, "Shanghai Bound"; and the Chester Conklin and George Bancroft gang making "Tell It To Sweeney" are at the Lasky Ranch for a big picture sequence. This leaves Florence Vidor making "A Celebrated Woman," Adolphe Menjou appearing in "A Gentleman From Paris," and the Maurice Stiller company to hold down the fort.

Roy D'Arcy, villain of "Romance," Ramon Novarro's new starring vehicle for Metro-Goldwyn-Mayer, rides his own horse, "Vagabond King," in the production, which is directed by John S. Robertson from Josephine Lovett's screen adaptation of Joseph Conrad's famous story.

Sappho is coming to the screen! Gertrude Astor will enact the role of the famous siren but she will be a somewhat different Sappho from the one of old, made popular by the late Sarah Bernhardt.

The modernized Sappho, as played by Miss Astor, will have all the fire of her seventh century cousin. She will toil not, but according to the story will do a great deal of spinning. Nor will she write poetry, as did her namesake, but will use her wiles to charm George Jessel in "The Broadway Kid," in which he will star for Warner Brothers.

The new Sappho is a habitue of Broadway, a woman of the world. She is of the gold digging species and is a collector of hearts — and letters. Jessel will play the part of a Broadway playboy who becomes enamoured with "Sappho" but, as is the rule, in pictures, marries the sweet young thing in the person of Audrey Ferris.

Byron Haskins will direct the new picture. Others in the cast are Lincoln Stedman and Douglas Gerrard. Production is due to start during the current week.

John Gilbert and Greta Garbo appeared together before the camera for the first time since their memorable triumph in "Flesh and the Devil," with the opening scenes of "Love" last week at the Metro-Goldwyn-Mayer studios. Edmund Goulding is directing this picture, and last minute additions to the supporting cast includes Brandon Hurst and George Fawcett in important character roles.

The film was adapted from Tolstoi's world-famous novel, "Anna Karenina," with Miss Garbo playing the title role of the book.

"The Glad Eye"

The trade show of Maurice Elvey's latest Gaumont British film, "The Glad Eye," recently took place at the New Gallery Kinema; and is reported as easily the most entertaining picture that Elvey has yet produced and apart from its continuity of laughs is a polished and beautifully staged production. Two special features are the introduction of the Frothblowers' ritual as a sort of "safety first" theme and a one-man-restaurant run by Hal Sherman, who performs every service and duty from that of proprietor to doorman, including the presentation of a one-man cabaret which consists entirely of Sherman's most popular solo dance.



Victor McLaglen, British star in Fox stirring feature, "What Price Glory."



Special airplane of the Associated Screen News lands at Cartierville Field, Montreal, with negatives of Vancouver's Confederation Jubilee Celebrations. Lt.-Col. Wm. A. Grant, President of the Screen News, received package from Pilot Barius 48 hours after leaving Vancouver.



"The Callahans and the Murphys,"
Metro-Goldwyn-Mayer's Class A Comedy.



Bob Steele and Tom Tyler,
F.B.O.'s Western stars.



Lt.-Col. W. A. Grant, President of Associated Screen News, Limited, and Harry S. Wahn, manager of the Capitol Theatre, Montreal, after completing the last lap of the 3,600-mile flight carrying special film of Vancouver's Diamond Jubilee Celebration to the Associated Screen News, Limited.



Irene Rich, in Warner's well-known stage success, "The Climbers."



Sally O'Neil and Molly O'Day. Molly plays opposite First National's star, Richard Barthelmess, in "The Patent Leather Kid."

PETE HARRISON STAKES HIS REP ON GREATER FBO

Pete electrified the film trade on July 14th, when he told the Theatre Owners Chamber of Commerce they should pay more money for Greater FBO in 1927-28. (They applauded.)

ASK YOURSELF,—

How many years has Harrison devoted to building up his unique reputation among the showmen of Canada and the U.S.A.?

Could Pete afford to talk that way about Greater FBO's new product unless he knew a lot about it?

**There's Something To Think
About Boys—But Think Fast**